

WESTERN

Vision for North Carolina

Western North Carolina's tree-lined mountains not only attract thousands of visitors each year, but they also support the region's successful Christmas tree industry, which generates \$75 million annually. Craft brewing, apple production, and arts and crafts round out the key engines fueling the area's economy.

The region's rugged terrain creates challenges to expand our infrastructure without harming the environment. Preserving its natural beauty is key, yet we must find a way to provide access and connections to and through this region. If we do not invest in solutions that better link our western region to nearby economic centers both within North Carolina and across state lines, jobs in the region will decline rapidly, freight may become less efficient and businesses will relocate.

INVESTING IN SOLUTIONS



Improve Interstate Connections

• Improve highway connections throughout the western region to attract business to North Carolina through expanded access to economic centers in Georgia, South Carolina and Tennessee.



Strengthen Highway Connectivity from Mountains to Coast

• Improve U.S. 74 to interstate standards from Asheville to Charlotte and from Charlotte to Wilmington to improve freight movements and in-state access to the Port of Wilmington.



Improve Intrastate Connections

• Improve highway connections from the western region to Asheville, Charlotte and Winston-Salem to support a growing tourism economy and provide greater access to healthcare services and job training opportunities.



Enhance Industrial Rail to Support Freight and Economic Growth

• Provide industrial access to freight rail lines to accommodate expanding agribusiness and economic development needs while fully utilizing our multi-modal transportation system.

